Our Playbook For A Strong Brand

CHAMPIONS for CHANGE

Branding Guidelines Manual

April 2015

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Overview

Introduction

Introducing Champions for Change – Our name and brand design captures all that we represent – empowerment, transformation, agents for change, and champions.

Why Brands are Important

Brands are the sum of all the benefits – both tangible and intangible – associated with a specific product or service. And as well-supported brands age, they become much more than the benefits they deliver. They become a promise and a commitment that creates an expectation of excellence. Over time, that brand promise becomes the most valuable asset for that product or service.

Importantly, the simple use of a brand logo does not in itself create a brand. While hundreds of logos exist that are virtually inseparable from the product or service they represent, it is only through a thoughtful and concerted effort that these brands achieved the desired end result. A brand must be well designed, broadly supported, and used consistently to achieve success.

The Role of Design in Branding

Strong brands are the merger of strategy and art. Words alone are not enough. When branding design is done well, it not only communicates the brand's promise, but also captures its warmth, heart, and vision. Our brand design captures what we're about, what we stand for, and the people we serve.

Why Consistency is Important

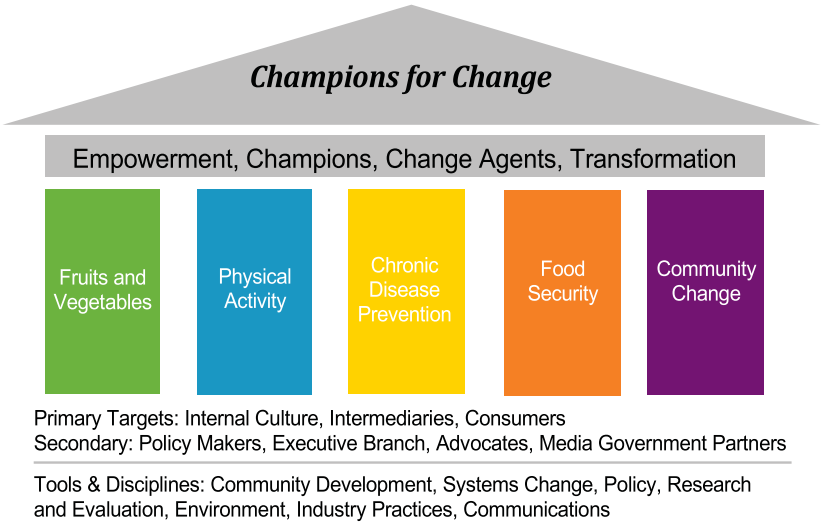
Well-designed and consistently delivered brands build equity and create value. Brands that are inconsistently applied or incorrectly used undermine their equity and erode their promise. But when brands are consistently applied, they reinvest in themselves and deposit value into their account. It is critical that any branding efforts we do be consistent and supportive of our growing brand equity.

People will come to know Champions for Change through a range of contact and touch points: interactions between us and our colleagues; interactions between us and the populations we serve; advertising; direct mail; online; telephone; printed collateral; and through the media. The more we correctly and consistently support our brand across all touch points, the more it will grow in value and reinforce our commitment to excellence and our ongoing commitment to empowering Californians to make their lives and communities healthier.

Our Brand Architecture

A well-constructed brand is built upon a solid foundation, supported by pillars, and holds aloft an over-arching roof. Our brand is built the same way.

Ultimately, our foundation is the people we serve every day. We help them become their own champions for change to live healthier, more fulfilling lives.



Our pillars represent the five essential goals Champions for Change Campaign:

- Increasing Access and Consumption of Healthy Foods and Beverages
- Increasing Physical Activity Levels
- Increasing Food Security
- Preventing Diet-related Chronic Diseases
- Increasing Community Change – Join the Movement

Our roof is in two parts – Our Name and our Brand Character.

Our Brand Architecture

Relevance of Our New Name

Our name, *Champions for Change*, is the realization of our passions and vision. It is about helping our fellow Californians. It is also about setting goals, and then achieving them.

We're about nutrition (increasing access to healthier food and beverages), physical activity, food security, chronic disease prevention and community change. By expanding our name to reflect all that we do, it provides us a larger canvas upon which we can create and do more than ever before.

Meaning of Our New Name

There is great equity in our being a network of "Champions. A network is a series of connections, which Champions make every day as individuals working with other individuals, and as groups working together to "reform the norm" that has replaced the image of healthy Californians with the growing acceptance of overweight, obesity, and sedentary lifestyles that can lead to chronic diseases.

Collectively, Champions for Change is a movement in the lives of Californians, particularly those with low income, linked by a common desire to make a difference through the promotion of a healthier lifestyle and healthier community.

Our Brand Architecture

Our Brand Character

Our brand character is fundamentally defined by:

- **Empowerment** – We embrace the process of increasing the capacity of individuals, organizations, and communities to make healthier choices
- **Transformation** –Champions transforming those healthier choices into assets that make increased access to healthy food and drinks and increased physical activity easy choices.
- **Champions** – We work tirelessly on behalf of Californians, particularly those with low incomes, to make sure their voices are heard and needs are addressed. And, importantly, we are reciprocated by uncounted numbers of Champion Moms, Champion Dads, Champion Teachers, Champion Doctors, etc. joining the call for healthier lifestyles.
- **Change Agents** – We will always seek innovative means to create more desirable ends for the people we serve, the environment they live in, and the systems that support them.

Supporting Our Brand

Our new brand supports the entire brand architecture for the *Champions for Change* through its simple-to-use graphical layout. By using the guidelines in this Manual for color, fonts, and imagery for all campaigns, programs, and initiatives, they will be distinguishable as part of our umbrella.

The language and tonality we use to communicate our messaging will also have a significant bearing on how our brand will come to life.

With consistent visual cues and tonality, the consumer and all those associated with the *Campaign* will easily associate our campaigns, programs, and initiatives, thus creating a unified brand presence for Champions for Change.

Our New *Champions* Logo

Our new logo was designed to represents California, our *Champions*, and growth. The sun represents us – all Californians. Radiating out is our multi-faceted network of *Champions* with each ring representing one of our four commitments: Access and consumption of healthy foods and beverages,, Physical Activity, Food Security, Chronic Disease Prevention and Community Change. The leaf represents all the wonderful growth and success we create.

Our new logo is an important element and expression of our brand. So, prominently display our logo in all that you do – as a reminder to ourselves and as a sign of commitment to those we serve.

CHAMPIONS for CHANGE™

CAMPEONES del CAMBIO™

Brand Examples

This Branding Guidelines Manual was created to provide our diverse organization with the tools and information necessary to create and promote materials that are unified and consistent, that build up our brand, and reinforce our message. The following examples illustrate the beginnings of what our brand represents. With consistent and continued use, the brand will become a highly recognizable brand that stands for improving the health of California families.

Copy Personality

Our design will be applied to a variety of materials including collateral, posters, tee shirts, direct mail, cooperative advertising, Web sites, reinforcement items, you name it. That's why having all these elements accurately link back to *Champions for Change* is critical and why correctly applying our brand is so important. It pulls everything together and creates a unified impression of who we are and what we do.

All *Champions for Change* materials — whether created at the state or local level — are a reflection of our organization and should embody the *Champions for Change* brand. To help accomplish this task, we developed a Writing Style Guide, found in the appendix of this document. The Writing Style Guide was designed to provide additional direction on conveying the *Champions for Change* brand through words, and to help anyone writing on behalf of the *Champaign* to make sure all materials are consistent — both in style and content. Please carefully review the section below as well as the expanded guidance found in the appendix.

Tonality

It's not just what we say, but how we say it. The *Champions for Change Campaign* is not passive. It is a movement of Champions that are empowered to transform lives. We actively create the change we want to see in the world. In order to communicate this passion, our tone must reflect it. Here are some guidelines to follow for consumer- directed messaging:

- When writing copy, letters or flyers for any initiative, lead with passion and vision. Support those statements with the facts. Do not lead with facts unless they are written in a style that showcases our Champions for Change point-of-view.
- Present Champions for Change as a "we" organization, not as an "I" organization. Be inclusive when writing materials. Avoid sounding exclusive, authoritative, or preferential.
- As many women in our focus groups tell us, "be real." Emote confidence and a "you can do it" attitude without being preachy. Be inspirational, but leave off the sugar-coating.
- When writing for or about Champion Moms, think about the moms featured in the Ownership TV campaign. They would describe themselves and what they are doing in the following words:
  - It's not easy, but we want the best for our families
  - We're in control
  - I can do something to help the people I love
  - Together we can
  - If I can do it, so can you
- For low-income audiences, be mindful of the target's reading capability. *Champion* materials should be written for a 5th grade literacy level.

Appropriate copy personality example

Be a Champion for Change in Your Kitchen

You can become a Champion for Change for your family by making meals and snacks packed with plenty of fruits and vegetables and making sure your family is physically active every day.

Eating the right amount of fruits and vegetables as part of a lowfat, high fiber diet may lower your risk of serious problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. The amount of fruits and vegetables that is right for you depends on *your age, gender, and physical activity level. View the Recommended Cups of Fruits and Vegetables chart on pages 4 and 5 to find out how* many cups of fruits and vegetables each person in your family needs.

Don't forget to be active, too! Being physically active gives you more energy. It helps lower stress. And, it helps you keep a healthy body weight. To take care of your health and lower the risk of serious health problems, you need at least 30 minutes of moderate-intensity physical activity every day (like dancing, walking, or doing yard work). Children need at least 60 minutes of physical activity every day.

Start using these low-cost, easy-to-make recipes today to keep your family healthy and happy!

For more information about the Network for a Healthy California, call 1-888-328-3483 or visit us at www.cachampionsforchange.net.

introduction 3

Copy Readability

Low-literacy Tips

Consumer-targeted *Champion* materials should be written at a 5th grade reading level. To write copy at this level you must keep in mind the capacity of our low-income target audience to understand the information and make appropriate decisions related to their health. The following are quick tips for writing low-literacy materials.

- Use short, simple words and sentences.
- Use active voice and conversational style.
- Use correct grammar, punctuation, and spelling.
- Avoid jargon.
- Order main points in a logical manner.
- Make sub-points clearly correspond to the main point.
- Use bulleted lists and numbered steps to make information visually accessible.

Readability Test

There are many ways to assess the reading level of materials. The *Champions for Change Campaign* uses the Flesch-Kincaid Readability Test in Microsoft Word® (Word). To display readability statistics using Word follow these steps:

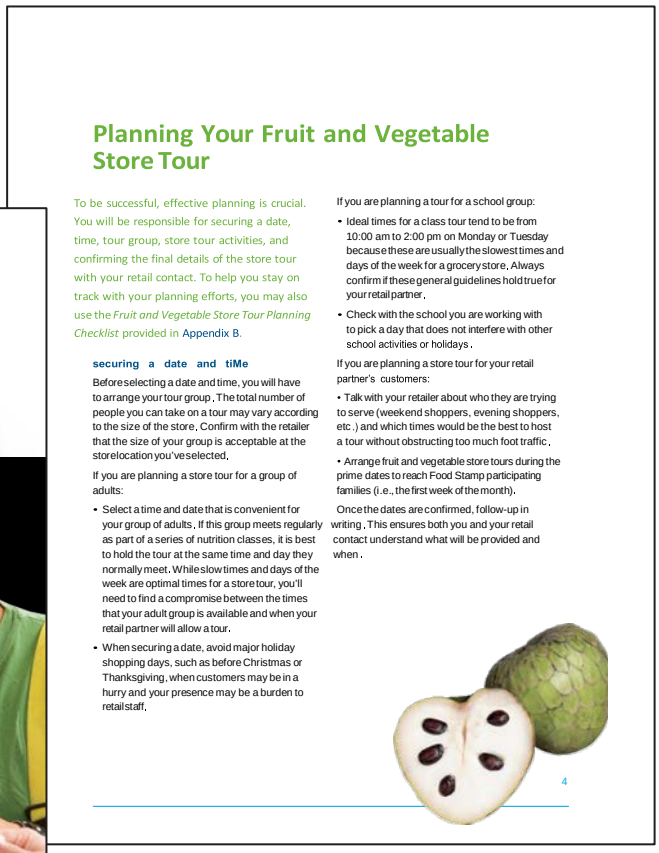
1. In the Tools menu, click Options, and then click the Spelling & Grammar tab.
2. Check the Check Grammar with Spelling and Show Readability Statistics check boxes.
3. Select OK.
4. When you are ready to check your document, click on the Tools menu and then click Spelling & Grammar. Word will then check your document and display the readability statistics.

Literacy specialists warn that Flesch-Kincaid scores tend to underestimate the actual reading grade level. The scores are often several grade levels below results obtained using other measures. You can achieve greater accuracy using Flesch-Kincaid by dividing your document into sections of about 30 sentences each. Otherwise, add 2-3 grade levels to the Flesch-Kincaid score received. If the result is higher than 5.0, refer to the tips above and modify the copy accordingly.

Basic Layout Elements

There are two main thematic elements that are universally applied to all *Champion* publications that help punctuate the message and the imagery to the viewer — white space and an organic flow. White space means having roughly 20%-50% of the page not occupied by words or images. When possible, include at least one photo (or graphic element) per spread. White space allows the photo to be the hero. If the image is a knock-out photo, it creates an organic flow because of its shape. If the image is a square-edged photo (or a chart), consider having the photo bleed off the page, or go partially into a column, which causes the text to wrap around it creating a flow around a normally static shape.

White space example



Planning Your Fruit and Vegetable Store Tour

To be successful, effective planning is crucial. You will be responsible for securing a date, time, tour group, store tour activities, and confirming the final details of the store tour with your retail contact. To help you stay on track with your planning efforts, you may also use the *Fruit and Vegetable Store Tour Planning Checklist* provided in Appendix B.

securing a date and tiMe

Before selecting a date and time, you will have to arrange your tour group . The total number of people you can take on a tour may vary according to the size of the store. Confirm with the retailer that the size of your group is acceptable at the storelocation you've selected.

If you are planning a store tour for a group of adults:

- Select a time and date that is convenient for your group of adults. If this group meets regularly as part of a series of nutrition classes, it is best to hold the tour at the same time and day they normally meet. While slow times and days of the week are optimal times for a store tour, you'll need to find a compromise between the times that your adult group is available and when your retail partner will allow a tour.
- When securing a date, avoid major holiday shopping days, such as before Christmas or Thanksgiving, when customers may be in a hurry and your presence may be a burden to retailstaff.

If you are planning a tour for a school group:

- Ideal times for a class tour tend to be from 10:00 am to 2:00 pm on Monday or Tuesday because these are usually the slowest times and days of the week for a grocery store. Always confirm if these general guidelines hold true for your retail partner.
- Check with the school you are working with to pick a day that does not interfere with other school activities or holidays.

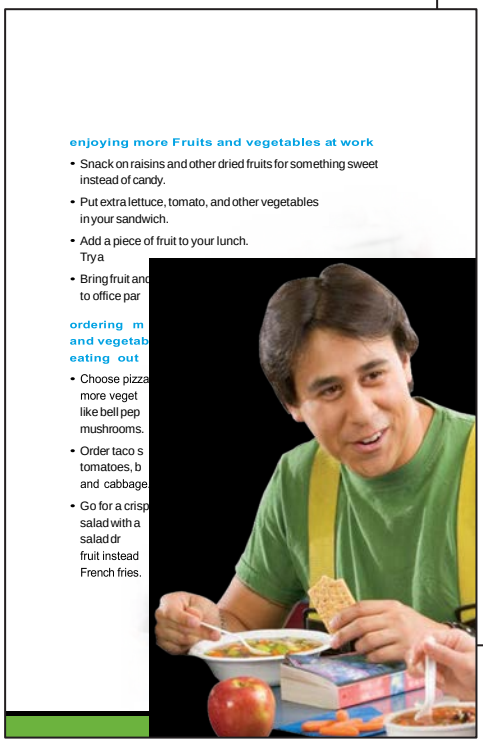
If you are planning a store tour for your retail partner's customers:

- Talk with your retailer about who they are trying to serve (weekend shoppers, evening shoppers, etc.) and which times would be the best to host a tour without obstructing too much foot traffic.
- Arrange fruit and vegetable store tours during the prime dates to reach Food Stamp participating families (i.e., the first week of the month).

Once the dates are confirmed, follow-up in writing. This ensures both you and your retail contact understand what will be provided and when.

4

Organic flow example



enjoying more Fruits and vegetables at work

- Snack on raisins and other dried fruits for something sweet instead of candy.
- Put extra lettuce, tomato, and other vegetables in your sandwich.
- Add a piece of fruit to your lunch. Try a
- Bring fruit and to office par

ordering m and vegetab eating out

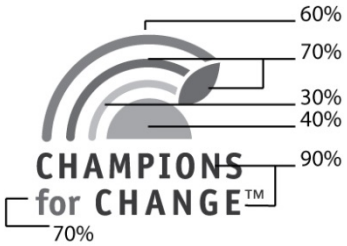
- Choose pizza more veget like bell pep mushrooms.
- Order taco s tomatoes, b and cabbage
- Go for a crisp salad with a salad dr fruit instead French fries.

Logo Usage

Correct Logo Usage

Our logo should be displayed prominently on the front cover of all printed material and on the face of all nutrition education reinforcement items (NERI) produced and/or distributed.

Whenever possible, the logo should appear in full color on a white background. When necessary, the logo can be produced in grayscale or 100% black. The full color logo can be placed on a 100% black background.



Prominent display of logo

If it is necessary to place the logo on top of a color background, the logo should be in black or reversed to white. Use discretion with the yellow background, as the logo is more difficult to read.

Logo Usage

Incorrect Logo Usage

The logo should not be used in a single tone or color.

Do not separate the elements of the logo in any way.

Do not stretch or alter the shape of the logo.

Do not place the logo on a photograph or busy background.

Do not change the colors of the logo elements.

Do not rotate the logo in any direction.

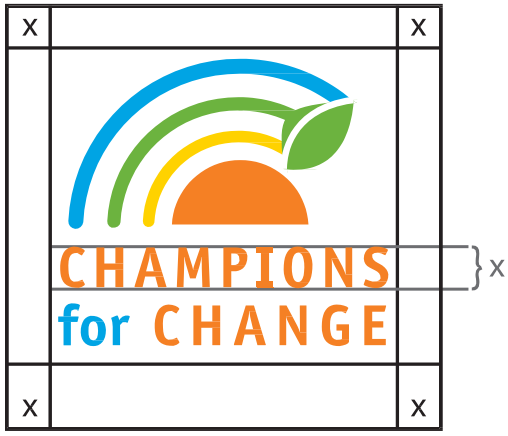
Do not use a drop shadow on the logo. If readability is an issue, use the full black or white logo.

Do not use borders, lines, or boxes around the logo.

Logo Usage

Protected Area

The protected area of the logo is proportionate to the height of the word 'champions' in any given size. Surrounding elements must never be placed less than the distance of the height of the word 'champions.'



Maintaining Proportions

The logo proportions should be maintained in all instances. When resizing the logo using Microsoft Word® and any other Microsoft® program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the logo is 0.75 inches for all printed materials. The logo must not be used smaller than this size as it impedes legibility of the logotype.

For NERI items that have very small imprint areas, if there is room somewhere on the material to add the full *Champions for Change* name in text it is preferred. This option requires prior approval from a state-level Project Officer. This logo exception does NOT apply to print materials.

Usage Across Different Mediums

When converting the logo to be used in such mediums as Web, television and animation, the integrity of colors and shapes should be preserved. This is best achieved by using the source files (EPS or Illustrator) so that the logo can be scaled without loss of quality. The logo should be optimized for Web use in the format of .gif, .jpg or .png.

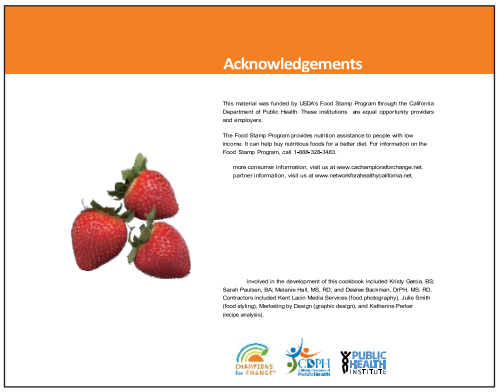
Logo Usage

Usage in Conjunction with Other Organization Logos and Designs

If the material is a publication of the *Champions for Change Campaign*, the logo should appear prominently on the front cover to act as an introduction to the piece. All subsequent logos should be placed on the back cover, acting as the stamp of approval or co-branded partner in support. This allows for clarity in presenting which organization is responsible for delivering the message.

All co-branded and partner logos should appear equally in weight and have appropriate spacing.

Front cover with the logo prominent.



Acknowledgements page with co-branded partner logos.

When the logo is to be used side-by-side with other logos, it should appear in full color when possible. Equal weight and positioning should be maintained. Please see previous page for active logo area.

Champions for Change Color Palette

The *Champions for Change* color palette includes four primary colors which were selected because they represent California; healthy green, the blue sky, golden yellow, and the orange sun. In addition to the primary palette, the *Champion* has five complementary colors that round out the full range of the palette. At least one primary color should be used in ALL *Champion* materials. Consistent use of the primary color palette across all *Champion* materials will help build equity and recognition of the brand.

Primary Colors

PMS 369	PMS 2995	PMS 158	PMS 116
C:59 M:0 Y:100 K:7	C:90 M:11 Y:0 K:0	C:0 M:61 Y:97 K:0	C:0 M:16 Y:100 K:0
R:108 G:179 B:63	R:0 G:164 B:228	R:245 G:128 B:37	R:255 G:210 B:0

PMS 484				BLACK
C:0 M:95 Y:100 K:29	C:51 M:100 Y:0 K:25	C:100 M:45 Y:0 K:37	C:65 M:0 Y:100 K:42	
R:179 G:35 B:23	R:115 G:20 B:114	R:0 G:82 B:136	R:56 G:124 B:43	
		Worksite		

Professional Printing

PMS colors can be used if applicable to budget; otherwise the appropriate CMYK equivalents should be utilized.

PMS stands for Pantone Matching System, which is an internationally standardized system for achieving consistent color in offset printing. The number on the chip corresponds to a recipe each printer has for that color.

CMYK stands for Cyan, Magenta, Yellow, and Black, also known as “4-color process.” These colors, used in varying densities (screens) and overlapping, are what create the color photos you see in printing.

RGB stands for Red, Blue, and Green, which apply to the light transmitted color of a monitor and is relevant to Internet-oriented materials.

The CMYK-4 color process system can create flat color areas which resemble the PMS colors. However, CMYK or RGB will not match the PMS exactly. When an exact match is needed, print your materials using PMS colors.

Champions for Change Color Palette

Consumer and Intermediary Materials

Choose one primary color as the dominant color (see note below) that will be used for cover titles and headlines for your project along with one to three complementary colors from the full palette for use in subheads and graphical elements such as color blocks, tables, and pull quote boxes. These complementary colors enhance and accent the primary color choice. The full palette can be used for other style accents as needed.

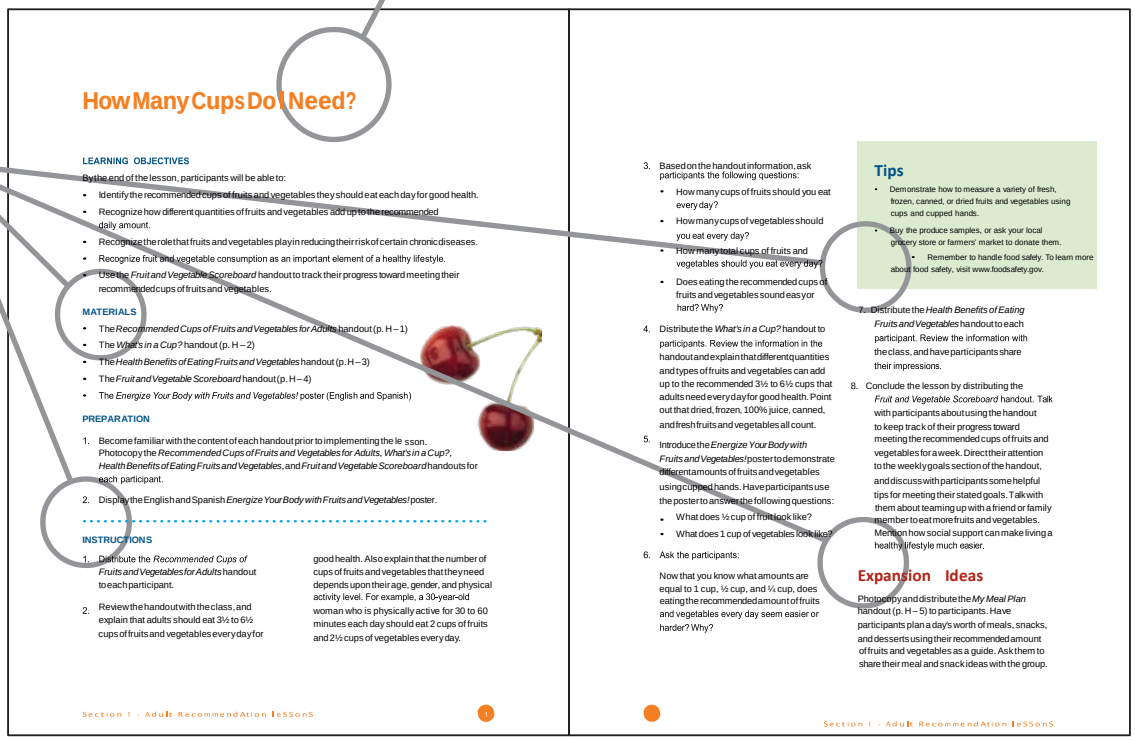
Non-Consumer Materials

Material that is targeted to administrators, employers, business leaders, and other non-consumer audiences require a more conservative and professional look that the vibrant colors from the primary color palette do not offer. For these materials, choose a dominant color that is not part of the primary color family. All other guidelines listed above apply.

Note: Yellow (PMS116) type should not be used as a dominant color on a white background because it may be hard to read.

Use of appropriate primary color

Use of appropriate complementary colors



How Many Cups Do I Need?

LEARNING OBJECTIVES

By the end of the lesson, participants will be able to:

- Identify the recommended cups of fruits and vegetables they should eat each day for good health.
- Recognize how different quantities of fruits and vegetables add up to the recommended daily amount.
- Recognize the role that fruits and vegetables play in reducing their risk of certain chronic diseases.
- Recognize fruit and vegetable consumption as an important element of a healthy lifestyle.
- Use the *Fruit and Vegetable Scoreboard* handout to track their progress toward meeting their recommended cups of fruits and vegetables.

MATERIALS

- The *Recommended Cups of Fruits and Vegetables for Adults* handout (p. H – 1)
- The *What's in a Cup?* handout (p. H – 2)
- The *Health Benefits of Eating Fruits and Vegetables* handout (p. H – 3)
- The *Fruit and Vegetable Scoreboard* handout (p. H – 4)
- The *Energize Your Body with Fruits and Vegetables!* poster (English and Spanish)

PREPARATION

1. Become familiar with the content of each handout prior to implementing the lesson. Photocopy the *Recommended Cups of Fruits and Vegetables for Adults*, *What's in a Cup?*, *Health Benefits of Eating Fruits and Vegetables*, and *Fruit and Vegetable Scoreboard* handouts for each participant.
2. Display the English and Spanish *Energize Your Body with Fruits and Vegetables!* poster.

INSTRUCTIONS

1. Distribute the *Recommended Cups of Fruits and Vegetables for Adults* handout to each participant.
2. Review the handout with the class, and explain that adults should eat 3½ to 6½ cups of fruits and vegetables every day for good health. Also explain that the number of cups of fruits and vegetables that they need depends upon their age, gender, and physical activity level. For example, a 30-year-old woman who is physically active for 30 to 60 minutes each day should eat 2 cups of fruits and 2½ cups of vegetables every day.
3. Based on the handout information, ask participants the following questions:
   - How many cups of fruits should you eat every day?
   - How many cups of vegetables should you eat every day?
   - How many total cups of fruits and vegetables should you eat every day?
   - Does eating the recommended cups of fruits and vegetables sound easy or hard? Why?
4. Distribute the *What's in a Cup?* handout to participants. Review the information in the handout and explain that different quantities and types of fruits and vegetables can add up to the recommended 3½ to 6½ cups that adults need every day for good health. Point out that dried, frozen, 100% juice, canned, and fresh fruits and vegetables all count.
5. Introduce the *Energize Your Body with Fruits and Vegetables!* poster to demonstrate different amounts of fruits and vegetables using cupped hands. Have participants use the poster to answer the following questions:
   - What does ½ cup of fruit look like?
   - What does 1 cup of vegetables look like?
6. Ask the participants:

   Now that you know what amounts are equal to 1 cup, ½ cup, and ¼ cup, does eating the recommended amount of fruits and vegetables every day seem easier or harder? Why?

Tips

- Demonstrate how to measure a variety of fresh, frozen, canned, or dried fruits and vegetables using cups and cupped hands.
- Buy the produce samples, or ask your local grocery store or farmers' market to donate them.
  - Remember to handle food safely. To learn more about food safety, visit www.foodsafety.gov.

7. Distribute the *Health Benefits of Eating Fruits and Vegetables* handout to each participant. Review the information with the class, and have participants share their impressions.
8. Conclude the lesson by distributing the *Fruit and Vegetable Scoreboard* handout. Talk with participants about using the handout to keep track of their progress toward meeting the recommended cups of fruits and vegetables for a week. Direct their attention to the weekly goals section of the handout, and discuss with participants some helpful tips for meeting their stated goals. Talk with them about teaming up with a friend or family member to eat more fruits and vegetables. Mention how social support can make living a healthy lifestyle much easier.

Expansion Ideas

Photocopy and distribute the *My Meal Plan* handout (p. H – 5) to participants. Have participants plan a day's worth of meals, snacks, and desserts using their recommended amount of fruits and vegetables as a guide. Ask them to share their meal and snack ideas with the group.

Section 1 · Adult RecommendAtion lesSonS

Imagery

The *Champions for Change* brand has developed an online resource called the *Communications Resource Library (Resource Library)*. This library includes images of empowering lifestyle photos, knock-out fruit, vegetable, and physical activity images, recipe photos, and line art, which can be used to punctuate and bring to life our message and reinforce our brand.

The *Resource Library* also includes other resources:

- *Champions for Change* related logos in all formats
- Graphic elements (wave and rainbow graphics)
- *Champion* templates (letterhead, meeting agenda, news bulletins, press releases, flyers, recipe cards PowerPoint presentation, and a Web site template guide)

The *Resource Library* will be updated as new images, graphics, or templates become available. The *Resource Library* can be accessed at www.cachampionsforchange.net/Library (case sensitive).

Photography

Lifestyle photos are a signature element of our new brand. These images can be used in endless creative compositions and iterations, keeping the ideas of white space and organic flow in the forefront.

Whenever possible, use active lifestyle photos of everyday people that portray a sense of empowerment, healthy lifestyles, nutritious and affordable behaviors, as well as people engaging in physical activity. The photos used in materials should be ethnically diverse and culturally sensitive.

Take advantage of the full *Champion* photography library and avoid overusing the same photos to ensure that your materials look fresh and new.

Imagery

Illustrations

The *Latino* and *African American Campaign* illustrations can be incorporated into *Campaign*-specific materials to continue to leverage the equity of these illustrations as well as to create tones of empowerment and pride within the community. These illustrations cannot be used as logos for the *Campaign's* and should not be placed near the *Champion* logo. Placement of these illustrations near the logo confuses the viewer, because they see the illustration as an additional logo.

African American Campaign Afternoon in the Park

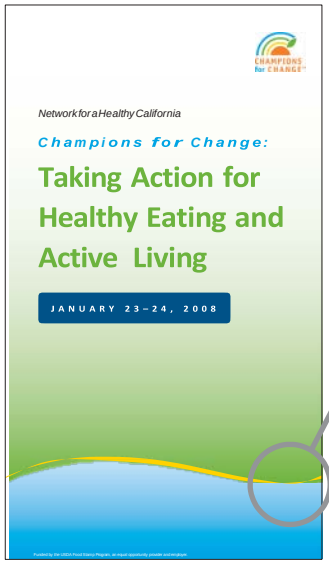
Latino Campaign Mural

Visual/Graphic Elements

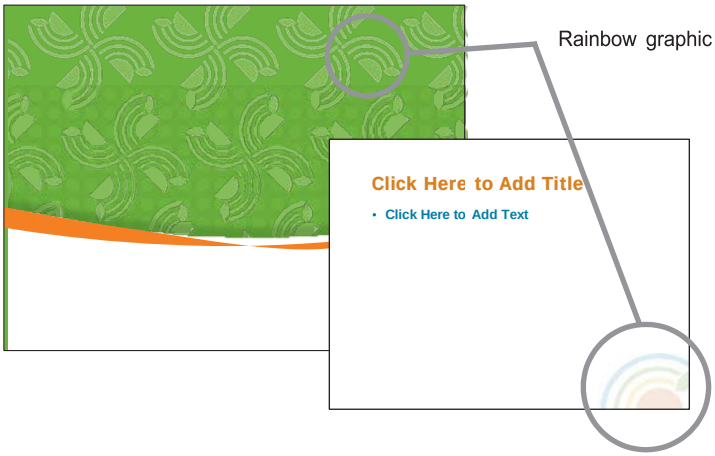
In addition to photography and illustrations, there are two other key visual elements which can be used to help build equity in our new brand as well as provide an opportunity for variety and visual interest from project to project.

The wave graphic represents movement, change, and energy. It symbolizes the healthy changes we are seeing every day in our communities. Use this graphic element to bring an open organic feel to your materials. The graphical wave can bleed off the bottom of a page in any of the full palette colors.

The rainbow graphic can be used as a subtle backdrop in many types of material to add visual interest. Use the white transparent rainbow graphic on a solid color background to add dramatic appeal or use the color transparent rainbow graphic on a white background in projects such as PowerPoint slides. Do not use this graphic in place of the *Champion* logo near the rainbow graphic.



Wave graphic



Rainbow graphic

Electronic Formats

If you are producing a flyer, Web page, PowerPoint presentation, a printed publication, or any other document, you will find the appropriate electronic file format online in the *Resource Library* (www.cachampionsforchange.net/Library).

Use the chart below to help you choose the correct file format for logos, images, illustrations, and graphics.

Rainbow graphic indicates the recommended formats.

USE	.EPS	.TIFF	.JPG	.GIF	.PNG
Print (by professional printer)	✓	✓			
Word Processing (Microsoft Word)			✓	✓	✓
PowerPoint			✓	✓	✓
Web			✓	✓	

File Format Notes:

.EPS is the most versatile graphic format available. You will not be able to open an .EPS file if you do not have a graphics program. A professional printer will have the appropriate software.

.TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution and they can be black and white, gray-scale, or full color. Check the resolution of an image before you send it to get professionally printed.

.JPG files are not transparent. Do not place a .JPG file on a colored background or a box will appear around the logo.

.GIF files are transparent. Use a .GIF file to place a black or white logo on a colored background.

.PNG files are also transparent but are NOT recognized in Internet Explorer.

Typography

To simplify our efforts and provide strength to our message, we have selected the following fonts. Officina Sans lends credibility with a modern element to suggest growth and movement. Helvetica Neue is a classic font that is clean and easy to read. These typefaces bring a standard tone of professionalism and approachability.

Alternative Fonts

Officina Sans and Helvetica Neue are the official fonts that will appear in all materials produced by the *Champions for Change Campaign.* If you do not have access to these fonts, the use of the alternative fonts below is acceptable and encouraged.

Officina Sans ➡ Tahoma

Helvetica Neue ➡ Arial

Cover Titles & Headers

ITC Officina Sans Bold

Choose one primary color for cover titles and headers
Type size to be determined by project, but should not be smaller than 18pt

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one complementary color from the 2-3 options picked
Minimum size: 10pt; All caps recommended

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked
Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light

Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light

Minimum size: 9pt

Pull Quotes

ITC Officina Sans Book or Helvetica Neue 45 Light

Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman
Minimum size: 7pt

Naming Structure

Naming

Our name is the *Champions for Change Campaign*. The benefit we deliver is embodied in our rallying cry tagline, "Champions for Change." We are advocates. We are experts. In order to reinvest in ourselves and create an even stronger brand, we must adhere to strict naming protocols.

Champions for Change can be used to describe us as a network and movement, as well as acknowledging those Californians who are inspiring and creating healthy changes in their households and communities.

Correct Usage

Champions for Change Campaign
Champions for Change
Champions

Correct Spanish Usage

In text, la *Red para una California Saludable* should be used, abiding by the same adjective rule as outlined.

Following are the proper names for *Nutrition Education and Obesity Prevention Branch* established *Campaigns* and *Programs*:

- *Nutrition Education and Obesity Prevention Branch—Children's Power Play! Campaign*
- *Nutrition Education and Obesity Prevention Branch —Latino Campaign*
- *Nutrition Education and Obesity Prevention Branch —African American Campaign*
- *Nutrition Education and Obesity Prevention Branch —Retail Program*
- *Nutrition Education and Obesity Prevention Branch —Worksite Program*
- *Harvest of the Month*

The abbreviated form of a *Campaign* or *Program* name (i.e, *Power Play!*) can be used only after their entire name has first been referenced. Do not use acronyms for *Campaign* or *Program* names in published materials.

Following is the proper naming pattern for Local Agencies:

Local Health Department
Champions for Change—Los Angeles Public Health Department

INCORRECT USAGE
(Published Materials)

Champions for Change
C4C
CFC
AA Campaign
PP Campaign
HOTM
HOM

Usage in Presentations and Interviews

In public interactions, presentations and media interviews, we speak with one voice. We are Champions for Change, a statewide movement to empower low-income Californians to create healthier lifestyles and communities. As a spokesperson for the *Champions for Change*, use the following protocol:

LOCAL HEALTH DEPARTMENT

If you are a Local Health Department, identify yourself as a representative of the *Champions for Change Campaign* and your organization.

Example

"I am with the *Champions for Change Campaign—Los Angeles Public Health Department*, part of the statewide movement to empower low-income Californians to live better. We work with more than 8,100 teachers, school nurses, and other school district personnel to teach low-income Los Angeles Unified School District students and their families about the importance of eating healthy and being physically active every day to help prevent obesity and other serious health problems."

Acknowledgements/Funding Statements

Champions for Change /USDA Acknowledgements

Newly developed and reprinted materials must have the appropriate acknowledgements/funding statement. The most up-to-date acknowledgements/funding statements can be found in the Communications Resource Library. The link below will take you directly to the appropriate location: http://www.cdph.ca.gov/programs/cpns/RL/Pages/NEOPBFunding.aspx

The appropriate statements can be copied and pasted into your materials directly from the Word document.

How to Use
The California Department of Public Health Logo

The Official CDPH Logo Identity

Variations of the CDPH logo are also available in color, black and white, and grayscale formats for various publications and Web uses. **These variations are not to be modified in any way.** Use of the CDPH logo is monitored by the CDPH Office of Public Affairs.

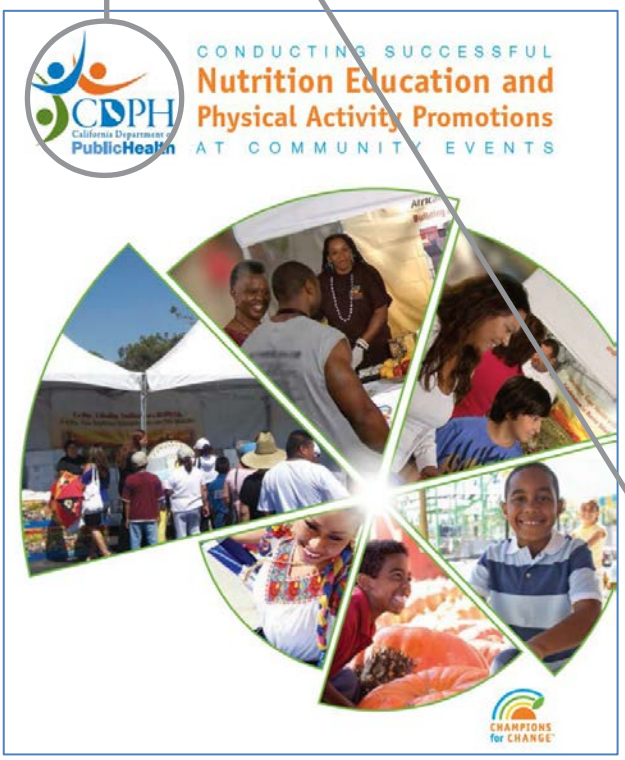
Correct Logo Usage

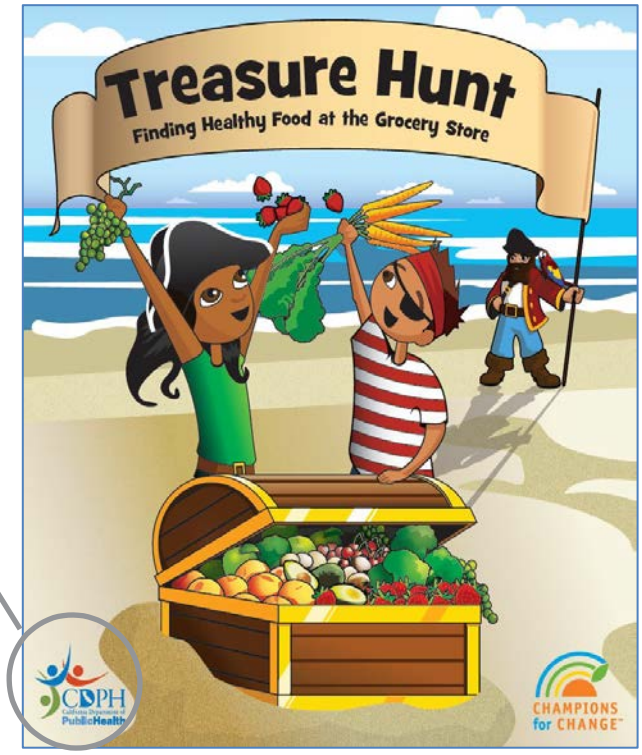
The CDPH logo should be displayed prominently on the front cover of all printed material and on the face of all nutrition education reinforcement items (NERI) produced and/or distributed.

Whenever possible, the logo should appear in full color on a white background. When necessary, the logo can be produced in grayscale or 100% black. The full color logo can be placed on a 100% black background.

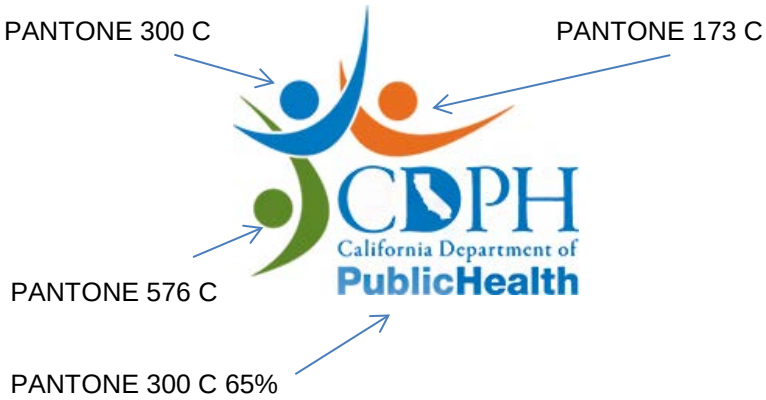
If other logos are used, display CDPH logo prominently in a marque position at left side or top.

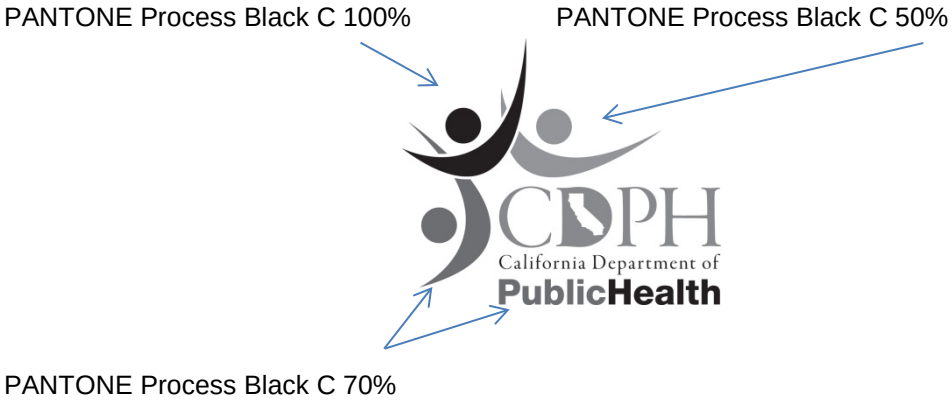
Prominent display of logo





Use Requirements and Variation





Version One Main Department Identity

How to Use
The California Department of Public Health Logo

Version Two
Simplified No Text
To be used at
Smaller Sizes

Version Three
No Initials

To access digital copies of the logo, please visit the Communications Resource Library at: http://www.cdph.ca.gov/programs/cpns/RL/Pages/default.aspx and follow the Logos link.